Amendments to and Listing of the Claims:

Please amend claim 1 and add new claims 25 – 28 as follows:

1.   (Currently Amended) A method for video detection and replacement, the method comprising:

receiving an input video signal;

creating a sliding window of initial length L and running the sliding window over at least a portion of the input video signal;

comparing, in a sliding window of initial length L, a first segment of the input video signal captured by the sliding window of initial length L to a portion of stored fingerprint data;

expanding the sliding window of initial length L to the approximateto have an expanded length approximately equal to the length of the stored fingerprint data when if the first segment of the input video signal within the sliding window of initial length L matches the portion of stored fingerprint data;

comparing an expanded segment of the input video signal captured by the expanded window having the expanded length equal to the approximate length of the fingerprint data with the stored fingerprint data; and

generating an output video signal comprising the input video signal, wherein with the expanded segment of the input video signal is replaced with a replacement portion when if the expanded segment of the input video signal matches the fingerprint data.

2.   (original) The method as recited in claim 1, further comprising;

automatically receiving fingerprint data of segments to be identified via a computer communications network; and

storing the fingerprint data.

3.   (original) The method as recited in claim 2, wherein the fingerprint data is transmitted periodically.

4-24. (cancelled)

25.   (new) The method of claim 1, wherein the replacement portion comprises at least one advertisement.

26.   (new) The method of claim 1, wherein the replacement portion is selected based at least in part on the geographic location.

27.   (new) The method of claim 1, wherein the selection of a replacement portion is based at least in part on the received input video signal.

28.   (new) The method of claim 1, further comprising:

        storing characteristics of the fingerprint data prior to the comparison of the first segment of input video signal to the portion of stored fingerprint data;

storing characteristics of potential replacement portions prior to the comparison of the first segment of input video signal to the portion of stored fingerprint data; and

selecting the replacement portion based at least in part on comparing the characteristics of the stored fingerprint data and the characteristics of the potential replacement portions.